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KNOW

IT WORKS BEFORE

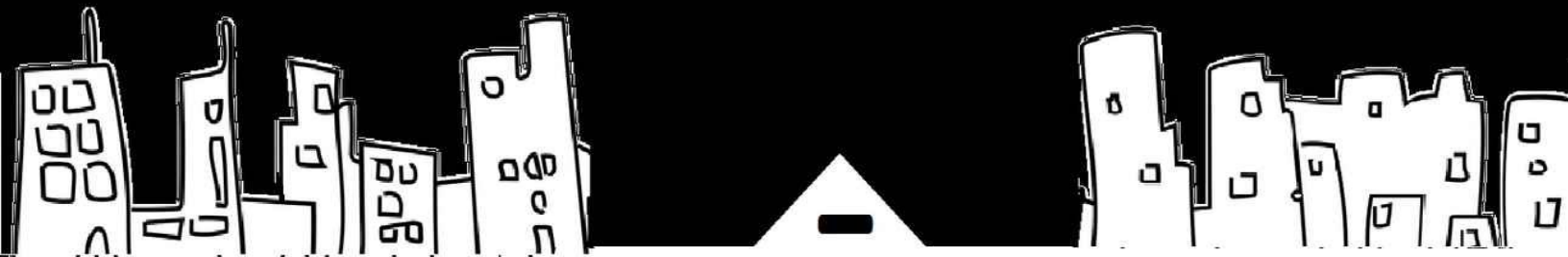
IT

Actually



WORKS

HOW TO FIND YOUR GOOD IDEA



KUNAL CHANDIRAMANI

KNOW IT WORKS BEFORE IT
ACTUALLY WORKS

KNOW IT WORKS BEFORE IT ACTUALLY WORKS

How to find your good idea

-Kunal Chandiramani

Dedication

Thank you all for your endless support, this book has been possible just because of all of you and your endless support and belief.

A very warm 'Thank you' my entire family for always supporting me and for the endless support to my ventures.

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About the Author

Kunal Chandiramani is an Indian Entrepreneur, the ChiefExecutiveOfficer of 2 successful startups and an innovator

Kunal is also the youngest person ever to be featured in a 35under35 list

He is a Keynote and TEDx speaker

A strong believer in age never being a restriction, he has spoken at world renowned events such as the AIESEC youth speak forum

Education is in a need of a revolution and with the same believe Kunal performs as an Honary advisor to KKEEL which happens to be Asia's most trusted education brand.

A member of the Google Developer community for AI on Actions on Google after publishing his app for the google assistant.

He has also been featured by various international and national platforms all the way from 'YourStory' to WittyFeed, From radio to Television

An occasional ethical hacker, he has also been recognized as a champion for ethical hacking by the Indian Institute of Technology, Bombay

His 2 startups can be found out more about simply by a google search

He has been a pioneer towards the Reach of Augmented Computation in Over cranium computable devices and was not only the inventor but the first to implement the discovery into ready products.

Apart from this, he occasionally runs a Podcast and actively blogs at curious.co.

If you think you have something he should know or would like to share something. Contact him on kunal@kstar.in

About the book

If you are the guy who comes up with a wonderful idea but gets submerged in limitations or questions that if it would work?

This book will help you know if it works

The book will take you through the complete process of validating an idea and the solution and knowing it works,

It will help you know if the idea works before it works

It would further tell you on how to make it work and various ways to be a part of the ecosystem.

It will help you find your good idea

It will teach you how to find your good idea in absolutely no time

If you are the guy who wants to make it happen, go ahead, this is for you

It will endorse you into a pilgrimage which you undertake to your idea.

The prologue

I have seen a lot of books by people claiming themselves as industry experts and that is definitely not what I am going to do through this medium

Let me make it clear that I am a just like you,

having had significant achievements but still would choose not to write this as an expert because at this point I would not take the burden, Neither as a mentor or a guide but as a fellow companion (buddy, dude) in the same field who probably has faced these problems earlier and knows what it is like or how it is to be facing them.

This book is not to enforce you to do something but it is to tell you of what it is like and of motivating you to do just what you want to. It is to channelize your energy towards your goal and if by any chance you want to be lazy and not go ahead, this is simply not for you.

And if you actually want to, read on buddy.

We all every day come across beautiful ideas but at last, we leave them and just move forward,

Why?

because we start thinking of our limitations and we let them blind us from our true personality,

That of a human being, one who has creativity endowed in him and some or the other talent endorsed.

We get stuck in pursuit of if the idea would work well.

And guess what, you never cross that.

Throughout the journey we would be looking into all the ideas that you have been keeping in your mind and predicting their scope of development and the resources you would require for their development.

always remember that no idea is bad

Also remember that being an entrepreneur might have its perks but if you can take it just for that, it is not as cool as you probably think. Don't be an entrepreneur just because it looks cool to you but be an entrepreneur because you would want to bring a change in the society, make money, follow your passion and impact lots of lives.

We would be discussing critical topics such as funding and at the same time getting through crucial lessons such as brainstorming and motivation to keep you charged

Most books limit themselves to tech ideas or a specific kind while others limit themselves to a particular segment but few look at how one could know if it actually would work before putting all the resources and energy, analyzing the idea and knowing what it actually would be like after going through the process of implementation,

We would be having a quick look over implementation but the major goal is of knowing if the idea works before it works.

Here we would be going through the perspectives of ideas both, non-tech and tech specific,

irrespective of their industry and more on their scope.

You would be able to know how ~~business is done~~ an idea is not bad but it depends on you.

By the end of the book you would know exactly how to implement your ideas after knowing that they would work before implementing them.

If you think this is the right book for you,

I am so pleased..!

Read on..!

Know it works before it works

The art of Brainstorming

The boy was running when he heard it, his calling was what it was but he did not stop.

He heard it thrice but he still did not stop and now when he tried to, he just could not stop.

When the rains repeated, he hid behind the shelter of laziness, away from the storm.

He never realized that what he was doing was so wrong, the greatest sin a man could commit or he was a boy as what we concluded when the story did begin.

The boy grows up to be a man who was indifferent to the sin he had committed for he continued to commit the sin

These storms are nothing but ideas to whom we need to commit ourselves to.

‘Brainstorming’ is an art which needs to be recalled.

Thinking and philosophy revolve around this word but there is not one thing which begins without this word.

Brainstorming is learning through thinking.

The boy gets amazing ideas every now and then but he never implements them and blames other factors like people and surroundings.

That is probably the story of most people and if you are reading and can relate, your story is probably going to get way more hilarious, so read on!!!

What is brainstorming?

It is digging into the graves where ideas lie to learn a newer aspect of the art every time.

It's good to think and think and think because it is then that you are doing the greatest deed.

Curiosity is an important part of Brainstorming

Curiosity is the little tinge of salt which turns the food tasteful from bland.

Curiosity is the key to the lock,

Go and find a way to unlock the key and then the lock.

Question everything, everywhere and anywhere.

An introduction to the art of brainstorming

Brainstorming is an art but there is no art which starts without this art.

It is like this huge storm where each lightning stroke is an Idea and each droplet of motivation, a further step towards your calling.

Brainstorming is thinking in-depth and when you reached the bottom, you realize that you are still just at the top and have much deeper to go.

Asking why is essential and necessary.

everywhere, anywhere, anytime and everytime.

And as important is asking why not??

Think about everything and use that thought as a weapon to revolutionize the world ahead of you.

It is extremely important that you think without categorising any ideas or perspectives under the category of extremely difficult or for the devil, Impossible.

Cause if that idea occurs and implements in the shadow of another competitor or who I would call an ideation warrior, you had already put your hands up when you had the stronger half of the army and decided to not even fight just because you did not believe in going forward.

That should be avoided.

Most people say that, "I had that idea way before it was implemented by someone else",

don't be that guy.

Look into yourself and think if you seriously thought of it, why did you not go ahead,

what was limiting you?

That is when you would realize that you can still change the world if you try.

Finding an Idea often is an ironical situation,

you don't look for it,

it is looking for you,

what you need to do is that when it has found you,

do not treat it as a stranger.

do not ignore it when it strikes

What treating as a stranger here basically means is of not even giving it the ranking of being something worth doing.

That is what most of us do when we come across an idea while doing our daily routine.

We come across a problem.

We often even come up with a unique approach but we do not go ahead.

Can we afford to treat it as a stranger??

what you must do is, Identify it as an idea and start working on it.

Every idea is valid as long as you think it is .and it can be done as long as you can make it happen.

Do remember that no one could discourage you until you let them come inside the most beautiful garden within your brain where the flowers of courage in the sunlight of positivity blossoms.

However, what happens is that most people not only let discouragement enter the garden of courage but watch it sowing the weeds of discouragement in the soil of encouragement..

BUT WAIT, THE WORST PART IS YET TO COME.

They water the weeds discouragement had put..

falling under discouragement is when you decide to get back from defending your area.

Remember, discouragement is a gift labelled with the title hugely but is at last is your choice whether to accept the gift or let it be within the hands of the Trojan.

The trojan is basically something that looks like something else but is something else, like the trojan horse, a very famous story.

This is a very common term in computer architecture and ethical hacking,

A virus labelled as something good which the person wants but ends up doing something really bad as a virus which is not wanted.

That is a Trojan horse.

Similarly, discouragement is a Trojan or a trojan horse,

you accept it but here you have a great perk,

that you know that it is a trojan and that its negative within and would kill and defeat you.

It is as if accepting a gift that you know the nature of at the core and it is not good.

I PERSONALLY believe that this gift is the only one you get easily and before you achieve.

but again you need to know when to accept the gift and when to not

My mom always tells me, "when you refuse to accept a gift, it belongs to the beholder."

The moment you would accept discouragement, It would reveal its true nature.

Brainstorming is the only art that has to be recalled and not learnt by the brain.

Why so??

Cause it is the art which gives birth to all the arts.

Let's have a look at the brush and canvas used in this art

Brainstorming is not an activity that can be done all together at once, it is done slowly and move by move, step by step.

Infact, It is something that does not even need to be actually done

cause once started, it will always be at the back of your mind,

Analyzing situations every time and brainstorming at the same time as you are doing them is something you would come across but this time it would not distract you from what you are doing but give you a deeper insight of it and even make you better at it.

it motivates you to think of everything in a better way and with a much better aswell as wider perspective.

You know what, I have a great piece of news,

Most people start brainstorming without even knowing that they have started it.

However, you can do this small activity to get started, if you think you still haven't (in one way, that's impossible).

in either case, this is a great activity to do

It would help you look at things in a clearer manner,

Boost brainstorming,

Elevate the number of ways to look at things

First of all,

You need to find a quiet place where you can hear your calling ,

It's not going to be knocking the door or whispering in your ears,

You need to be silent enough to hear nothing but your inner voice,

The place needs to be quite in every sense.

- Make yourself quiet. Not by not focusing but by letting all the ideas flow without barriers.
- Let worries flow
- Let problems flow
- Let everything flow
- Let peace flow

Let the water in rivers flow

Just joking, right.??

That would flow anyway

So ok.

Yup, go ahead and continue to read these points of peace in the silence of the planet in the state of freeness you are attaining

- Think about everything without judging
- Think about every problem that troubled you
- Think about everything that pleased you
- Stay in your comfort zone to just get out of your comfort zone
- Try getting a clear picture of the world and then think about philosophy if you want to, psychology if you want to or anything to which you can relate peace, attainment of freedom and freeness and silence of knowing something, learning something more, gaining a new perspective to or a clear sky or a blue ocean too.

Note: Just THINK

So what's the sense of the activity?

It'll basically clear your inside from the infinite worries you put on like socks and shoes

These often get so so heavy that they do not let you walk.

We'll let you try out all the footwear so you know which is big and small.

That's when you'll know which ones are your size and which ones are worth keeping

And we are going to keep only what you need and throw what you don't

Or give it in charity if you don't want to throw it.

Or at least not keep it with yourself as a burden pulling your shoulder down.

If you can do so, you are on board.

So make sure you are at peace with yourself and not just the surroundings

Look around and once each thought starts to mesmerize you is when you are looking north.

Do the activity until you're sure

Sure, that you are as clear as the air on the top of the cleanest point on the plant across the valleys in the countryside beside the beauty of Beautiful nature that begins to mesmerize you with its s.... or basically like that air

I guess you get it

So let's keep going

Ok,

After all, there is an old saying

You're the best judge for yourself

Once you know that you are free of the burdens that would hold you down and you can let stuff flow from your within and filter out the great, Read on

- Now think about your day and what all problems you faced, how can you solve them but this time note them

Stop complaining, if you complain. It's like leaking out the secret codes.

If every opportunity to complain is an idea. Why would you want to miss it?

Probably one of the most common questions you face when thinking is

That what actually an idea is without realizing it.

Let's look into it.

An idea is not something extraordinary but is just a unique way to solve a problem, so to find an idea first find a problem

So with this part look into the thoughts and problems.

Which ones are opportunities?

And which ones are opportunities of a great size??

So here are a few tips that are sure to help you out when thinking of the problem

- Think of factors such as how many people actually face them.
- Think on at least a few solutions and keep them as vast as possible
- Then think further one by one on each of the given solutions.

Write down each

Do this for as many problems

Do not limit yourself. Let thoughts pass

Question everything you don't understand

Try to find answers

Look at the world in an optimistic way.

Only complain when you have no other choice ☺

So keep listing these down and thinking of the ones you would really be fond of and passionate towards solving...

Remember that it's you who has to have trust in the idea

It's only then that you can make the world know, understand or even use it.

After all, you're the backbone of your idea and unless you have strong trust in the idea, it would not be stable..

In further chapters, you'll go through the tedious process of validation but by means of doing it in a nutshell

Repeat the activity as many times as you face a problem or feel like complaining.

You would probably find something,

just joking...

for most ~~people~~ humans, a lot of things...!!!!!!

so

To begin you can start with the following:

- ✓ Keep a notepad with you so whenever you face a problem just note it down
- ✓ Now whenever you get some free time for rest, think of ways you could solve them and make a note of them
- ✓ Read the stuff before sleeping

Keep the pad beside you incase you get some amazing idea which wakes you up in the middle of the night, note it down then and there

Stop pushing things, do them now

as in now and not the now that comes tomorrow or in the tommorow that never comes.

We have discussed a lot about the problem, but what about the solution

So the solution would be

'anything that ~~exempts~~ removes the problem'

So for now just write the various ways the problem could be solved

Remember not to limit an idea or remove that solution from the list just because you think it is meaningless or difficult or soooooo.....

If you are still not able to see an idea clearly

Don't worry

Don't force yourself

You will come across it

The more you would force it, the further it would go,

stay low and low and low

and sometime when you would go around later in the day,

or for that matter the idea would go around in your mind

you would start coming across thoughts, ideas and solutions

and if you still don't find something,

Read, you will find it as you read on and possibly as you go on to read and finish the book.

So to find an amazing thought you must get 'Freedom to Think.', It gets blocked somehow or the other,

person to person, place to place and thought to thought

and it's extremely important.

Let's talk about the attainment

Freedom to think

A fundamental concept that is to be awarded by you to you,

Sounds easy...!

Give it to yourself

what are you waiting for.

Do it as soon as possible.

Awarding yourself the freedom to think openly and that is the core and foundation of oneself

Try gaining the fundamental and if you have,

read on.

It is that state in which you think without limitations.

'Think **without the box and not just out of the box**' as someone had rightly said

Freedom to think is that of thinking about anything and 'not blaming yourself'

Like freedom to speak, which a place would award its citizens to express themselves

Freedom to Think is awarded by a person to himself to be able to express himself.

It's about not judging yourself for a perspective

How??

Just don't limit yourself

Give yourself the freedom to jump over barricades,

Give yourself the freedom to think whatever you please,

What when you jumped from a plane,

What if the water in the sea was green or red.

Thinking about all this will prepare you to think about different perspectives for your ideas

6 steps to your good idea (Finding the problem)

First the storm and then the validation | Check the impact before getting relief

Once you have your millionaire idea, what next,

Lets see if it is actually a million dollar idea or not (can be bigger too..)

Let's see that

Briefly, we would be going through a few rules that would help you prioritize which ideas would work and to focus on, in short, we are now going to discuss validation and solution planing

If the words sound boring,

read on.

This is going to get way too interesting

Before we get right in, let's relate to what is an idea, it's not the solution or the problem but it's the innovation you want to create to solve the problem and is not limited to just the solution.

So now we are going to go through the complete process of checking if the idea is right for the target audience and check spheres

We are going to try validating the idea that we had got after going through the process of brainstorming.

Finding out the implementation and the possible scope of the idea,

keeping in mind the impact it would put or can put and try to implement it in a hypothetical way before actually implementing it, to be able to brainstorm the possible problems which could be solved earlier to make it ready...

The Idea is the most important part overall as it is the thing which is going to set up the further part of your journey and should be Cautiously observed.

So here is the primary rule

Think about everything everywhere and follow the rule ‘Freedom to think ‘, It is the most important thing.

So let's think of a few bases and state the rules even though they might not lie mandatory in all cases but primary for most

Let's think of the idea,

When does an idea do well at all? When does it have a customer base?

If you probably already guessed, it is only when it is solving something which a lot of people are facing

You need to know how many people are facing the problem, often a lot of us confuse it with the problems we are facing without analyzing how many people are facing it

Problems are the reality of our universe and everyone faces a lot. The thing is that there are hardly any single problems which the world, everyone faces and that is the limitation because you would not have any problem which has as many facers as climate change, or so especially for most problems. You need to find problems faced by most people.

So you need to make sure to make a decision in a market at a majority audience rather than a minority audience

You need to be able to have a product or a solution or for that matter, an idea to a problem which is being faced by multiple people in multiple spheres.

The number might most possibly differ from sphere to sphere.

The thing to note here is that you need to know how to differ actual problems from those you are facing, especially those that just you are facing

If you are facing a problem, it does not mean the world is facing it.

You do not want to solve a problem which only you are facing because that possibly will make your only customer you.

Here even if you have a few clients, its stays few.

The individual-based problems differ from multiple-based problems (those faced by a lot of people). You need to see that the problem you are solving is faced by more people, rather than just you.

When the problem is being faced by more people, there is a want to solve it and possibly competitors and customers.

But the point is that when you are solving a problem that is being faced by just you, unsure of the world.

You do not know if you would get any customers because if the problem is being faced just by you then your only customers is you

For some tech startups, who get into this loop unknowingly, they get mesmerized by the fact of customers being there who later unearth as buddy hobbyists who are probably not willing to pay.

You take a risk here that can be removed by doing a market survey.

It will inform you of how many people are facing the problem and are

under the influence of its negatives and when the problem is being faced by people,

it makes it a real problem

It needs to be checked that the people who are facing the problem are not just you and possibly your close family in most cases

the difference between **an artificial problem and a real problem in this criteria is basically** just knowing that the artificial problem is what is possessive or personal to you but a real problem is one which might be really simple but is really huge in the number of People that are facing the problem and are coming under the influence of it and would find it a Problem for them

When taking a real life scenario of finding a real problem, a real problem is when one is looking from a wider perspective onto more people that are facing the problem.

Take a note of the problems potential and those who would buy your product to solve the problem, making them your potential customers.

Follow down on all those kind of problems which are being faced by people except just you only

Although,

This can include you too at some points.

So that is the first rule to note

Is it only me? Or are there a lot of people facing it.

Making it a real problem.

Always remember you can't solve a problem that is being faced only by you or is a problem to only you.

Now let's talk about the authenticity of the problem.

When do people have a problem that they want solved,

Probably when it's bugging or irritating them.

How likely are they wanting to solve it will define your customer success?

You need to try understanding if it actually is a problem.

If you are confused on how to get to know this part,

Here I have a tip,

never ask people directly that 'would you want this solved' or 'would you like it' and for god sake, 'would you use it'

Instead, tackle it indirectly

Ask them the same questions indirectly.

Try to find the authenticity and urgency.

See if the problem is enough for people to be looking for a solution.

You don't want to solve a problem which no one would find worth spending for to solve or even making the effort.

The potential audience you found with rule 1 is going to help you out.

Do a case study.

Now match the results and try to give each idea (if you are yet to conclude, do the exercise for multiple problems, placing the problems in place of ideas) you thought marks out of 100 without thinking of the solution

Give marks out of 60 for each major part attained and marks for the seriousness out of 40

Here you have come

Keep the ones above 80 as your priority

Bellow 80 and above 70 as your secondary

Above 20 as tertiary

And below 20 as unimportant

Remember to do this

So now you have the second rule,

The seriousness of the problem is proportional to its user base

Let's now move to the third rule.

Financial perspective is important.

Financial gain and financial input in addition to investment is primarily something that stops a lot of people even though there lies a '+output scheme', let's look at it.

In my eyes, this is not the most important

You should not let this control you, to a point, keep this tertiary if not fulfilled

You always have multiple ways

Don't let this be the only factor

Looking for funding or so is fine but later.

For now, let's have a look in case of personal investment

So this is the part you need to be a visionary for

You need to be able to judge if an idea would require a number of financial risks such as a loan or an investment or you can take care of it on personal or within the group of members(each would be a Mo. BOD).

Think of various aspects you would be spending before earning enough to recover your spends. Think of a time in which you can recover the amount you are spending every month.

If it's a year according to you when your gains and monthly investment would be equal.

Multiply it into 1.3 which would come to an excess of about 3 and a half months

Now total all the amount and see if you would be able to put that and

consider a higher up of 10% minimum when calculating and after this, sum up all your calculations and decide if you are ready for personal investment

This is a great step

And as they say, 'if you win the profits all yours but if you lose the loss is again all yours'

As I quote a great personality who said “to win you need to risk”

However, again take risks which are risks. That is if you have a 10 % chance but surety or ways you can get through, go for it as a risk but if you know its 0%, do not name it a risk.

After this also calculate the timespan in which all your initial investment including the very first funds and deposits are overcome

Make sure that till then your means are secure

You need to make sure that there would not be a disruption

Often a lot stop when there is a disruption in the personal investment basis

This security will keep you going

Now as you're already earning excess enough to overcome your earlier investments, once overcome, you are in profits.

At this point

In case you feel you will only be able to take it to a point of initial victory and then use that initial success to attract investors.

This is very possible.

But the thing is that it is not guaranteed.

It is not that you could possibly guarantee the success

And if you could, the size of the success

Furthermore, the interest of the investors

And if you could guarantee all the above then that my friend is a risk worth taking

But if you can't, you must think of a secure mean.

You don't want to have to quit

Especially having to quit because of the lack of money when you were almost close to coming in profits.

This becomes crucial in deciding your further steps as if you are going for personal investment, have secure means and do not make your idea suffer due to reason to reason every time

Once you have decided

Or wait

Confused????.... Don't worry, like I said this is not the most important. We will discuss this in detail later on. As you would read further, you would be introduced to the various stages of validation and implementation and then of which are the type of investments you could take and tips to help you if you would like to personally fund It and how it actually works to supply as well as how to make it matter that the personal investment could be managed when you are stuck at one of the points we discussed earlier or about the crucial decision or the security of the fund. Later on, we would be discussing it to give you a brief of how this personal investment can be made more trustable and suppliable by you.

In the last condition when you do not have personal sufficient funds from scratch.

Try presenting the idea in a prototype of ideation version to the

investor(s), who knows it might work, but remember it is risky as the complete scope of your business is depending on it.

So now you have the third rule,

How feasible is it

Let's talk about the fourth rule here

When you talk about the idea or solution, the main aim is to get the surety of being able to attract the potential customers

Probably a common question would be that how would you do so

So what you have to do is analyze the number of customers

Remember not to get flattered by numbers

So the figure needs to be divided by 100 and that is your actual customers who might want to have a look at a solution particularly yours

This rule normally applies to you for the first half of a decade or in the rare cases even lesser, post which it could grow

Post this, think of how many of the people looking for a solution would find your solution and be able to access it or at least have a look at it

After taking this figure through , think of how many would think of using your product

It's no surprise that all people who think of using your product or even shortlist it, would all not summon to your product but to your competitors too.

Post all this, finally, note the people who would use your product

How

Think of how much market share would you be able to capture.

So this is normally a percentage.

Currently, think only out of these people who would have shortlisted you as the others would not take a solution.

How many of them would use your solution, how many would use your

competitors or would use none?

Think in 2 manners

Short term: that is less than 5 years

Long-term: after 5 years

This will help you get a better idea of how many people would be interested.

Remember, numbers flatter and so is it here.

If you can later get the number which is huge,

Really great as now the road gets better, in fact much better from earlier.

The market share is given in percentage, however, you need to make sure that the total quantity is quite a lot

So 90 people in a market of 100 people totally might look good but may not be good in your long-term outlook/perspective.

In most cases, certain companies are already there in huge markets in fact even in small markets.

So the challenge is that a certain market share is already given to the competitor.

Here you need to exclude this from your original market share as that is taken and would be difficult for you to take but is better to focus on what is not taken

After that in a long-term for the given case you would also give to thinking on how to invest those customers who are with them to come and join your solution, therefore, decreasing their market share and increasing your market share, this can be done at a later stage when you think you are ready to.

This is the life of your company's survival

There you have the number of people who would use your product particularly.

Be careful with this step

You have to make sure both ways, not to get flattered primarily and secondarily not to miss anything because the figures which would be formed might still be on a higher side for the first few months

Remember this is one of the most important parts that I would stress on

So great, have the fourth rule

How many people would use it?

Coming to the fifth rule

You need to know your competitors well.

Do a detailed survey of all possible things.

You need to know all your competitors very well because they might be the only forces who might slow you down or so.

You need to know the market then and this is primary in that.

In both cases, too many or none.

They are both bad.

Let's have a look at both the cases

Too many

When you have too many competitor's, difficulty level is possibly low. That means you will continuously have fresh, new and ripe competition. Look into the solution to make sure that you are not reinventing the wheel. Let's look in a case where your solution is similar.

This means it's easy to get in

Why

Because a lot of people are already there and you can follow someone's steps and take their advice if stuck in setting up some basic stuff which has been set up by a competitor on their basis

However, most people THINK that they have a huge advantage that they know what problems are being faced and even of how they can solve it, making it easier for them to get through

But what they don't realize is that as there is a lot of competition and that people already know all that

and that is the only reason that those people who know all that are the ones in the market. They would give you great competition.

This gets way too funny when these people actually just copy the market leader's steps.

So you get into the market easily

But what's the bad news

It's that you have got in the market and are making competitors but

It is difficult to be on the top and gets more difficult,

Often by every passing minute.

This means you definitely not only lose the advantage of ever being called a pioneer just because you are not

But also lose the advantage of being able to have a market share

So like you've seen this has its own advantages

But also disadvantages

A lot of wise men say "learn from others mistakes before you make the same mistakes"

And that is the advantage that you probably don't have to make your own mistakes but can learn from others mistakes

Coming to the next perspective,

Too less...!

Yeah, sounds good.

The good news was neither earlier nor is it now without or independent of the bad news

So let's start with the good part

- You can be a pioneer
- Too much scope for innovation
- Can start a lot of things
- Don't have actual or less or limited in some cases competition
- You might get to be the best
- You can be at the place 1 easily if you have less competition or at least to the top few because you probably would be at that position ever since you started as there were just a few competitors.

But like we said don't forget.

There is bad news

So let's continue

When you have too less competition that means that either it's a less approached business, you are very lucky or the difficulty level is too high or extremely high

That means that you are going to have problems getting into the market

Let's have a look at a condition

Remember that no always here means negligible

So coming back to the point

So if you have no competition here, is a good chance that people would have tried to enter the market earlier.

So the same statement goes here which went for too much competition.

Many wise men and women said "learn from others mistakes and don't make them yourself as its always better this way"

So here try doing a critical analysis of why they were not able to work out (as currently, competition is none, which is negligible), look at the reasons which might have resulted in them failing and keep sorting them so as to you don't make the same mistakes

And after doing this, you have a critical analysis

In both cases, you have your own challenges, one where you have too much example and one where hardly

One where getting into the market is easy while in the other it's difficult but getting to the top difficult in the first but easy in the second.

This is the time to have a look at your plan and work this out

So this is another point to look into when ideating and finding the hypothetical visual virtual representation within yourself so as to be able to know if the plan would be working before actually doing it. This point is definitely important

So the thing of which you need to majorly take care, it is to have a look at the qualitative and quantitative analysis of the competition as anyone being might make it way more different and is an important part and one place where quite a few people go wrong

So you will have to have to look at How many people have tried to do it earlier and accordingly list the qualitative-quantitative analysis to see the competition and take following necessary steps like you should have noticed earlier

So great have the fifth rule

How many people have tried to do it earlier and look into it if they have failed? why?

Let's get going now and move on to the final rule of ideation or the 6th rule of ideation

So if you've got too serious..!

Don't be!!

It's as simple as eating a pie and be as generous in sharing it as sharing a pie

So for some time, let's think of a perfect scenario

What do you think is the final concern?

check through all the reasons

If you guessed it to be something related to the market around or market study related, you are right if not, close...!

And if you didn't get it right, we will discuss it from the foundation to the terrace for you.

What is the 'market' and what comes to your mind first when I say 'market'.

If you think of a shopping mall or a few shops in the lane.

I am not saying you are wrong,

your close but here we look at the market in a different way,

We look at the same prospective customers which we had noted down earlier

But here we look at them in the form of a market.

Where you have a shop and all other people/startups/companies whose prospective customers, or in fact customers match or coincide, have a shop there and every one of your prospective customers or just prospective customers buy from there and this is where you grow

If you have a good market share, you'll probably increase the size or

number or in some way which would make you market share to put dominance over the lower ones yet your competitors who are ahead of you would be dominant onto you

So this is where you have to see of how to be ahead.

You now know what the market is like and what it is.

Now you need to do a final check of the market being ready.

But what is it to be ready?

It's basically if the market can take your product or solution.

There are three conditions

1. Was it ready
2. Is it ready
3. Will it be ready

So if it was ready and it's no more ready, not good

But if it was ready and is ready again and might not be ready by the time you are ready to enter the market, doesn't sound promisable

However, if it's some extremely long-term problem which was ready, is ready, will stay ready by the time your product is ready to go and most importantly will be ready for quite some years after your product is ready. That is a prospective scenario

On the other case, it's something that newly came in and the market now is perfect for it,

great!!

now is a perfect time but what you need to check is if it would stay ready till the time your product is ready or for that matter, is in the market.

In addition, if it would stay ready till you can earn some worthwhile profits out of it or in fact, make your effort worth it.

This will decide if your idea would be here to stay and would actually go long term,

If the market for the product would stay for a long time after you enter the market,

Then your idea is a long-term one

And if it would stay ready for less time,

Then your idea is a short-term one.

That is quite very simple.

So after discussing this you probably understand that you need to make sure that the same shape and state is maintained after your product is completed in terms of a few years.

Else you might fall into a problem

You don't want a market that dies after some time to when you come in so that limits you. You need that time when the market is still great (after you have entered)

- To make sure that the Market is not perishable
- You need time to grow
- You need time to get ahead
- You need time to defeat your competitors
- You need time to be in the market
- You need time to set up and be in some ways a dignitary for your respective market
- You need time to gain and add a market share

So let's look at a very rare but great scenario

This often is the most progressive but difficult to guarantee

Often you come across a market which might be good in some time.

So this is a great opportunity but again depends,

If it's still not clear,

we are looking at the market which would be ready or something that would do good in the market and is still not here and the market may currently not be ready but after some time might be

Here the risk is the 'might be',

If the market does not work out then,

Or for now, let's consider that somehow you can guarantee that the market would get ready.

In the following case you need to look at the market, that would it be ready and in how much time.

or is your presumption long-wrong,

would you be able to survive till it gets ready or not?

Often post the ready stage of the product, the lesser the buffer, the better it is.

So buffer here is the time before you have the market ready.

Like an extremely stretched buffer might result in some scenarios which stand unwanted

Like you might start getting disappointed and disheartened and even your team which would be difficult for you

Secondarily the monetary standing might come in, in some cases, whereas the market is yet not ready and funds are going less to have the

company survive, you fall in trouble.

Tertiary If the buffer goes longer you might not survive till then and might have to withdraw with a finished product and a marketing team ready to boost your sales

You might have spent your time and precious money in a huge amount,

In a lot of cases, it might dishearten you and if avoidable, is best

However, this definitely is a risk worth taking.

Actually Wait, what's 'longer' when we say it here

So 'longer' for some cases may be a few years, in some even more but in some a few months depending on the circumstances and the surroundings.

So how do you realize what is the value of it given for you or your idea in the market, use the following pointers

- Primarily, surviving capability or capability of yourself to be able to stand for the time
- Secondly Buffer utilization, can you pause and continue later or can you develop further or take in testing or other purposes in terms of the product or the plan.
- Tertiary, but extremely important in every way for most and almost every person, business or idea, monetary standing and fund in terms of financial expenses to survive, being bootstrapped or funded makes a difference here.

So you have to look at how much time can you actually survive in that stage in either case, again funded or bootstrapped. That should be taken on the lowest side as it is often variable and can be extended and extended so you don't want to take a chance for this point. Take the lower half, the least time you can survive with ease and in most cases, those should only make your time limit longer and if it goes longer, it's a bonus and who doesn't like

a bonus so you need to keep it to lowest and lower side....

OK, that was long..!!!!!!

So probably if you are wondering what was the meaning of 'bootstrapped'

So it basically means self-funded, just not funded or on your own means

So here we have come quite ahead, let's conclude to this major rule

So great, have the sixth rule and final rule

How ready is the market?

I have summarized it for you into 6 HOW'S of ideation

These are what I calling planning or pre-implementation checks

So you can keep it with you and always double check all your ideas with the following

H1-HOW MANY PEOPLE ARE FACING IT OR IS IT ONLY ME.

H2-HOW SERIOUS IS THE PROBLEM.

H3-HOW FEASIBLE IS IT.

H4- HOW MANY PEOPLE WOULD ACTUALLY USE OR BENEFIT FROM THE SOLUTION TO THE PROBLEM (IDEA).

H5- HOW MANY TIMES HAVE PEOPLE TRIED TO SOLVE IT EARLIER AND IF FAILED WHY.

H6-HOW READY IS THE MARKET.

If you already have finalized on the idea and it already qualifies the 6 HOWS

you can get further to the solution planning

So here I have a small advice for you from one of my mentors, 'fall in love with the problem, not the solution'

So try to find as many ways that you can solve the problem and think about various aspects from a variety of areas. May it be using software within a mobile phone or using a huge machine in terms of hardware. Remember, for a number of people the most difficult part is to get ahead of the ideation

as when you are in the ideation stage everything is in your hands and you actually don't have to do major stuff but sit back and finalize.

But you need to be ready to go ahead.

Let me tell you an ideology,

if you leave it in the ideation stage even completed ideation, you have just done 1 % but if you take it to the next stage from the power of the ideation stage then the ideation stage alone is one of the major parts and you have already completed 50%.

5 laws to Solving it right

Now you have a lot of ways to solve your problem, so let's now get forward

You have chosen the problem and probably a few solutions

Which one would you use

Make sure to be stuck at the problem when you think of the solution and fall in love with the problem and not a specific way to solve it

Why so?

Cause it might not be the best way

You don't want to limit yourself because you like a way of solving it

You want to expand to further stuff, after all the aim is to solve the problem in most cases.

Probably you might have more than one solution and that's what might be the ruling thought.

We are going to be talking about checking the ideas and getting qualification.

So the 5 laws of qualitative qualification

Let's get going

So to get started

What is the first worry when it comes to the solution?

Probably, the customers or people...

- What would they like
- What would suit them

First, make sure that you know that the problem is a need or a want

'Need' is probably something which they are having difficulty to live without, the major difficulty of a major portion

'Want' is a fancy little word which is for something for personal gain which may or may not be in actual need but the customer might just like it that way, it's a minor help, of a major or minor portion.

A want is best fancied around to make it look more of a want.

In this case 'like' is primary.

On the other side, A need is practical and to the point of solving it and just it.

In this case, 'suit' is primary.

Not too much,

Not too less,

Minimal design.

There are specific words for this in the startup market,

I am going to be truthful, I learnt this myself very recently.

If the problem is a 'painkiller' or a 'vitamin'....!?

Sounds funny,

I found it pretty amazing.

SO basically, what it means to say is that if the problem is a need,

That is when the person is having difficulty living with the problem.

The solution in this case would be called a painkiller.

If it is something that is good to have, it's a want, something you don't have but would be good if you had,

That's a want, something that is fancied, good to have and ~~necessary~~

Not necessary at all

Similarly, a vitamin which is good to have but can be done without and is not important to live with.

A vitamin would be a branded shoe or a gucci belt or a 5000\$ suit.

A painkiller would be a locally manufactured cheap roadside shoe or an average belt or a 150\$ suit.

Both are fine

They have their own markets, own customers and own profits.

It is not necessary that one is better or more profitable,

Will differ from market to market,

Person to person,

Scope to scope.

it depends on the customer, one is a want and other, a need...

Don't take me wrong, these are not universal terms.

They are relative terms

How???

A want for one person might be a need for one person, while a need for someone will be a want for someone else,

For example, the same shoe.

A high-class president going to an international summit, representing a country.

Here the branded or good quality or good-looking shoe might no more become a want but a need herein.

This may differ from person to person even at a similar stage.

So we very often speak sometime or the other talk about minimal design and it's very important and basis for development,

It often acts as a fundamental in various spheres, not limited to technology but expands in architecture, business management and planning. This further on expands to form a static guideline for various spheres and is recognized and followed, moreover in business, it acts as a way to explain the nature of the business and the way of running in addition to the spread and impact of the areas of its expertise.

So whats this thing actually????

What's minimal design?

You do Not do too much of anything,

You do Not do too less of anything.

Now that's what it is.

When you actually add Something, you do not need to put but you still put it to make the screen full.

That's the mistake.

You need to keep it simple.

Put only what's needed.

Keep it as simple as straight and you'll make it great

Oh, wow that was a *poetry*

So coming back to the point

So keeping it minimal is keeping only what's needed and only that

Like I said don't add all you can, remove all you can.

It's only when you remove all that you have is it that you have only what you need.

Simple is best.

Makesure if it is want, anything more then simple is very bad completely.

If you are selling fruits, keeping stationary is no point but when you are selling apples, selling oranges also might be a good idea as long as it is a fruit.

So that is your boundary line.

Sometimes you can't even afford to put oranges when its apples.

So that's a decision you need to make quite early if you can or even if you can't.

it acts better when it's focused.

After all the main aim is if people would use it and that can be achieved

by implementing the solution which solves the problem accurately to the level of seriousness.

Here we have the first law

**Would people use the solution and which solution most?
this is a shortlisting point here to go ahead**

So here let's get going and get ahead of where we were.

Moving on to the second law.

So now when you know the seriousness of the problem, you need to judge its extent.

How much is it?

How dangerous is it?

How much does it need to be solved?

how much would your solution solve?

is it too much or too less?

how much in parts does it need to be solved?

how much of it can you solve?

how much is actually being solved and how is it increasing, decreasing or changing over time?

how much of it solving is worth?

how much of it solving is profitable...!

So this should give you a rough idea

You should now work on judging if you need to solve it wholly or partly.

From the bottom to the top or not

What part?

Or whole

What area?

Or whole.

remember, that solving the problem completely is not the only option,
often the problem is best solved partially.

often the problem is best solved for a particular area.

this is where predictions come in, making the correct predictions when
solving partially that you solve it in a prospective mannner for the future.

lets consider a real example.

that of uber.

so in 2009, the usage of smartphones was not as much as it is today.

2009 Was the year, Uber was found.

However, Uber solved the problem partially targeting only those people
who had a smartphone to get a taxi, it did not target everybody who wanted a
taxi, just those who also had a smart phone and wanted a taxi.

smartphones was a prediction

the problem was solved partially

solving it more might not be profitable.

so a prediction of targeting those who have a smartphone was done.

However, the prediction was good so today although started with a partial
market, without them ever targeting anything out of that partial area, the
market is bigger thanks to the usage of smartphone having had

risen

Often a good prediction captures the major market.

You should now be able to judge the extent to be solved.

Which one solves it best and in the most profitable way

finalize on the solution that solves the problem closest to the profitable need and it's not too less to work or doesn't solve a problem that needs to be solved partially, completely as that's probably something good but not needed and you might go into loss and that is definitely something not needed. So you need to make sure not to do that unless you want to lose at the profitably and that's a choice most people would not take. However, the final call lies in your hand, It's just a book

**So here we have the second law
Does it need to be solved partially or completely,**

Ok so moving on,

Let's talk about the aim of your product or solution

In very simple words, 'to solve the problem'

In fact, now being more precise, 'solve it very well'

You need to verify that it would solve the problem well enough in either case of partially or completely

Let's talk about any problem and solution, let's go with an example

Problem: ordering food from any restaurant at home

Solution: An app which orders food

So here we need to see if the problem is being solved

It is, infact it is being solved quite well

But we can't think of the people who don't have a phone

So solving well is rather a relative term or an extremely relative term

In most cases the problem is being partially solved but profitably solved

So here you may have to give up a few customers to get a few

Remember to focus on a specific market and not the whole

Often it's difficult but definitely not impossible to get everyone, but that happens only and only in exceptions

Think about the customers and see what is feasible and accessible

Negotiate among all the solutions

Again, you need to make your equation

Sometimes the two, profitability and target customers are directly proportional but as you go ahead, they become, inversely so then you need to take a risk if you are ready to take the risk so it may again go directly proportional but is it a risk too big to take, as it might not. After all, it is a risk and not a guarantee

So coming further

If you did notice the second rule is very related to this.

However, here you need to see that what part of the customers could do it

How affordable and reachable is it for them

Is the problem being solved well enough

Here we have the Third law

Is the problem being solved well enough

Going further

What's the final aim or actual ongoing aim

Probably, For the solution to work efficiently

But what is efficiently meaning here

So you need to look at various perspectives

As a customer, as a viewer, as a reviewer or even a blogger writing about your solution.

You need to see which solution can work most as well as efficiently and look at the most efficient one...

To your customer and

To a reviewer

And in some cases, your team or cofounder

That was simple, wasn't it?

There's more, but not too complicated stuff

So if you are questioning what is it to look efficient or be efficient,

Let's attend that right here

Anything that stands independent without disrupting any other factor that would put an impact on its growth in a not so positive manner is an average all-factor 8

So what is it to have an all-factor 8

incase of a business, there are various factors, both directly proportional ones and inversely proportional ones, i.e. when you increase one, the other decrease or increases which again may vary making an efficient solution or

idea

So the all factor 8 is one in which by, either way, increase or decrease of a factor, the stable condition is somehow obtained where the factors all in that condition are gaining 8 out of 10 or high or less but that being the average, these points are normally given in reference to

- The customer experience
- Satisfaction
- User/customer happiness by means of your product and the index of this quantity
- Problem-solving and its attainment
- Customer review

After all, it's all about just mixing the right portions to make the ideal stew.

So what are the factors?

Obviously, there are no standard factors when it comes to a business because a variety is probably the only constant as much as consistent thing.

But we will look at some standard factors which may help you out.

After that, we will also learn how to find a factor.

So to get going and get ahead.

Let's note down some standard factors

- Endpoint reachability

That is if your product has been able to reach your potential customers

- Pre-reachability

If your product is known for working well, being useful for the specific domain. (industry)

- Post reachability
 - Usage statistics
 - Is your product being used
 - Capable/ efficient usage
 - The way it should be used
 - Time
 - For how long are people using it
 - Customer aim attainment
 - Average statistics showing if customers were able to reach their customers and earn (profit) if that being the aim or attainment of the aim.
 - Remember this is not your aim, it is the customer's aim
 - This shows how happy they are
 - Reviews and feedback
 - Returning rate
 - It's more than 60 % to make a customer repeat or retain a customer than to make a new one
 - Special attention
 - This has been so common due to the myth of people not being free to change to even prosper which has now become a fact
 - Share rates
 - Referrals
 - Are you getting some extraordinary mail's
 - Are you getting to know that existing customers are telling and sharing about your product further?
 - Are they happy
 - If they are happy with the service provided, they probably will go ahead and share it in their group and this might be a boon to your company in the(their) respective industry
 - Use referral credits

Giving users some service or advantage for free or in a less complicated manner or some limited time thing, basically a perk for sharing and extra if someone buys like a percentage

- Don't mind giving a percentage of the income you earn through referrals who got you the referral and add that to your terms, not only does it motivate people but by giving a percentage of the profit to the person you gain the rest percentage which you might have had to spend much more on advertising, sales and other medias like marketing to get that customer

So these are a few factors which lie common to most businesses we see today

We are further on going to be talking about how you could find those factors which are specific to your business and which would help you prosper

without disclosing the business, we are gonna be talking about finding the factors for any business which you are growing through the factor method

So for any business when analyzing the factors that depend on its efficiency, it is important to classify the nature of the business and goals.

This should help you have a rough idea of what is the endpoint that you are looking to grow towards

Going ahead

You should have your advantages over other solutions as another factor which would be the backbone to efficiency

Now think of what your customers want and how much you can attain, another point for efficiency

And finally, case specifically, customer need

So the formula for efficiency based on which you can find your factors is

Efficiency φ

$$\frac{\text{customer need or the main aim, product your business is lying on or providing}}{\text{Customer effort, time and resources}}$$

However, this is the basic version

There is some really good stuff you can add

In the above condition making it equivalent to 1 or 100% is difficult, for that we have this addon for the formula

Addon let's make the efficiency full as that is possible here, in fact, more than 1 or 100% is possible

Remember,

The unit and all depends on the business

The only thing you actually need to take care is that you treat each term at an equal level.

Don't give any a lower side

Once you put the points, you'll get your business efficiency and all factors and formulas of your business are to and would lie around this formula once you substitute the 2 simple values which would be a result of analyzing the factors.

The addon

Efficiency =

$$\frac{\text{customer need or the main aim, product your business is lying on or providing}}{\text{Customer effort, time and resources}}$$

\times perks of your business that you earn in business and give your customers in business

Probably it is that which is the ratio equivalent which turns proportional into an equal to sign

So cool you have it there

The magic formula

Let's discuss way deep into the formula and its meaning so you can apply it within your business

To boost your efficiency!

And the best part,

Seriously the best part..!

Make customers happy

Get customer loyalty

And if by any chance your aim is that to multiply profits by 100s of percentages, you can do that with the help of fulfilling the above

So perks of your business are stuff you give your users for their loyalty or anything that boosts your skills of the business and makes your customers happy enough to substitute the loss of effort, time, other factors or all above.

So perks are of two types

The first being 'User motivations and intended perks'.

While the second being 'Surprise perks'

So what is a 'user motivation intended'

It is like a perk that the user knows of and often takes a service with the perk acting as a factor

So you give them something more

And this extra is what they knew and intended to get

Often this is a good substitute for the lofty marketing sum

But here you set expectations

So the minimum is to be at the expectations and if you go above, you add a little bit of surprise and win the loyalty

Always remember that mouth to mouth publicity which often is one of the most difficult to achieve can be made closer to achieve by the usage and giving of perks and at times which might be very rare, specific kind of product

Ok so moving on,

Surprise perks,

Simple and straight,

The customer goes in for your service and takes it but after that, you give them a surprise gift.

This is very effective.

It increases your efficiency way above 100

Here the best part is that the user is not just satisfied but happy.

You have refunded their effort which is something they put in without wishing to get back

These can be organized by secret giveaways

Infact, the right word here should be surprise giveaways

So moving on, these don't substitute marketing as one need as to get these perks one needs to buy your service first to get them unless you give them certain perks just for viewing your website or something which is done as a surprise(s) without them knowing but again in this case, you need to make sure not to look spam when informing.

Believe me, you would not want to be in the spam filters.

When something looks too good to believe it's often just termed spam because most of the too good information turns out to cheat them.

It never feels good when you lose a customer because your mail lands up in the spam, so it's good to be careful from the start.

Spam like earlier means both, the spam mailbox and the thought of it being spam just because it is way too good for actually being true or being believed.

So to conclude, don't look bad but don't look too good too.

Coming back, so what marketing they do substitute is as spoken in the earlier case of surprise which we were discussing a few lines before

That is substituted by something better which is more difficult, Mouth to mouth publicity and they make you trending in people's minds, don't deviate and make you the best and only option,

they talk in their community about you

and you get more customers and you become the talk of the community which is rather difficult to achieve.

In certain cases, the perks you could allow might completely be based on the circumstances and the kind of market,

however,

This is worth investing but often a lot of us skip this and don't do this with the risk that the customers who they are targeting might not use this and skip it but this is a 99.9999 % secure risk which is totally and definitely at the same time worth taking but again every community is different and it completely may lie variable as based on your market, market study and its working.

I know, I added 4, 9's after the decimal but I did it just because it is effective and is probably the double of that.

Remember to prepare a good strategy,

After all, if you are still not convinced, I am just advising, the final decision/ call is yours ☺.

Also do remember to keep the customer effortless as that is dividing your efficiency and unless the customers are enjoying it, you don't want that excessive customer effort to penetrate your products rating, it might be a serious illness on the efficiency so be careful to take care of the customer resources and to use them wisely, don't make the customer type something 1500 times(exaggeration) of what's needed in terms of the customer effort, you would end up decreasing your efficiency hugely.

That's the fourth law, simple and straight

Is it solving the problem efficiently.

After all great design is not when you have nothing left to add but when you have nothing left to remove.

We've spoken about the monetary concern earlier in reference to the problem and It's pretty much the same but we are gonna look at it in reference to a solution

So for a given solution, note down the monetary excerpt post noting it down for the problem and seeing its feasibility.

Compare each of the solutions with the following to get the monetary aspects and factors which suit you the best

We would discuss that right after this

- Starting investment
- Profit vs investment
- Milestone investment
- Post recovery investment
- Pre-recovery investment

Let's talk about each of them in detail.

Starting investment

As the name suggests, it refers to the more one-time investment or the one which you use in the first few months – years and is normally paid for once for always and does not involve repetitive renewing or continuous monetary input or investment at time intervals although, can be separated into any other type.

Profit vs investment

This is a long-term calculation which we have earlier in the book spoken about which is the comparison of the profit earner to all the investment in all, each and every form.

Milestone investment

Similar to EMI's. Something you need to pay for some time in the form of a continuous payment post which you do not have to pay and it's yours and you can use the product, service, need or thing you used milestone investment for. So if you would like to understand it in this way,

It is paying until a milestone which is a point in time which is attained unless of any flaws, gap or irregular payment which might hamper the fixation of the milestone which may get delayed or preponed in other words

Post recovery investment

This is the amount you would continue to invest after you have recovered all your expenses. Remember, this may be from the profits and may not qualify to actually come under the term investment or may pay a huge amount to take it to another place, beat competitors or come on the top which might be in the form of an investment, this is the amount you continue to invest In cases thus may even include the salaries and the subscription plans related products and services which the company you operate runs on

Pre-recovery investment

This similar to the earlier one is a form of a continuous investment but again is not based on a milestone but transition to the earlier when on attainment of the recovery investment earlier done. In other words, this is what you continue to invest until you recover what all you have invested earlier inclusive of what you invested earlier in this form. So basically, you have all investment which you do till you recover after which this transition happens to the earlier, post-recovery investment. So, you keep investing which may be covered by the profit and the rest may go into the recovery of the earlier from the parts of the profit to get it closer to the transition time to the recovery. Recovery is very important because that sets the speed of your companies earning and it depends on it so the earlier it comes that better you are doing and the lesser investment in some cases may be better if recovery is not expected very soon. To conclude this is the investment in form of a salaried and continuous change till milestone of recovery

SO that was heavy

Yeah, very heavy

But let's get going

So monetary is the physical objective king to your business and work

Incase you are wondering about funded instead of self-funding (bootstrap)

We will TALK about THAT

So what's the case when you do not have enough income for a good idea, you look for funding

So here you need to make your objective clear, if its long-term profit or short-term

Money is often precious and often very precious, why would someone give that to you for your company and what your company would give them in return

Is it a loan you would have to pay back

Or you give something in return

Why would someone give it to you?

And what's so different that it would attract them to give it to you considered that you are not a very reputed and known personality and you do not know the investor on personal bases and is not someone like your uncle and is not giving it to you in reference to family sense or as a favor because that always or may not act optimistically and positively

Why are you their best bet

Why would they earn out of you better than others in the field?

How well would they earn out of you?

What you are giving, is it enough?

These questions would be the ones you need to judge

You have to conclude, how would you repay them, in what ways

Here are a few

Royalty

A percentage of the profit made on every product sold

Milestone Royalty

A percentage of the profit made on every product sold but only till a certain figure is obtained

Time royalty basses

Royalty charged but on basis of a time period like a year or so after which it goes void.

Equity

Giving a percentage of your company to the investor, selling it to him for the money

So normally either one of the above might be used or a specific one might

be created specifically to the use.

But

The point to note here is that it is not necessary that a single one would only fall, it might be a mixture of more than 1 of the above to make the digit

Let's talk about various stages on which you could classify the company to be in.

This would make it clearer

You would get a better perspective

So to get started the stages we classify it is

Pre-Seed

Normally when you have a rough sketch but not sure, we crossed over this stage by verification and the recommendations earlier

A seed

A seed-stage is an initial stage when the idea is ready but it is yet to emerge into business, you have the type of plant you want to grow but you are yet to plant it (you are most probably here, keep going)

Pre-sapling

When the idea is being tested by you without fledged implementation. A raw stage. It is often also referred to as the alpha. There is another stage called pilot which is also undertaken during this part

A sapling

When the idea is being implemented and being used, normally still under testing. This is a stage of during implementation work.

This is very important as it makes the road ahead. This is often referred with Beta.

Beta??

It means on the owner's user's risk or customer's risk

So Basically, Alpha and Beta refer to technical products using technology as a solution.

Like an internet based product

or a cloud-based technology where these extremely technical terms give the stage of the product and how far is it developed, how much can it be trusted.

A beta here in would normally mean that it is still under development and all actions you take are on your own risk

Therefore, telling the customer that you are not a completely fledged company and are still under testing and pre-establishment, therefore he must be careful.

Crossing the Beta stage is not just a milestone but an achievement.

Here you free in yourself from if anything goes wrong, crossing this adds responsibility towards customers

Beta is also a testing phase that happens with new features before they go on live on a complete level in a major enterprise which has crossed all these phases at initial levels and is way ahead, in such times they often cannot hope to risk putting a feature directly into their product without pre-testing

So a beta program is opened, here all interested enthusiast can be joining and they can make the most of getting new features before they actually go live but they often don't actually go live so it is like they act as the testers to finally know if the product is working full-fledged in a customer's market when It is opened to all.

Such programs are often, in fact very often run on platforms supportive including play store.

A lot of major world companies use these policies

We can see examples in real life

All the way from WhatsApp, to world seller games

Keep an eye out if you would be interested, they open the beta program for a very specific audience which is about 3200 people or so as per the product and amount of testing and often the kind of testing, if it is just to test the new feature, it probably would remain to a small number, but if it is to test the server capability or a newly got server or any such thing of being able to justify to a much larger and huger and bigger market, the testing might be open to many more people. You can find such programs of all sizes on places like play store if you would be interested, keep an eye out. WhatsApp normally runs a clan of people who can join for its beta program where they get access to new features before the world gets them only in terms of the risk that they might actually never reach the world at all. So these people act as lab rats, just joking, there is often or at least mostly a significant guarantee to any actual risk

So keep an eye out if you would be specifically interested in a program by WhatsApp as it normally allows at max just and just 200 people only and you often find it full, so if you are interested, definitely go ahead and join the clan and get access to features of world-class nature before the world gets them possibly or never ever gets them.

I guess you would keep your eyes out for such programs only and only if interested as they carry a bit of potential risk in some very very rare cases.

However, for your business when putting in a new feature, it can be a potential try before actually unveiling the feature to all your customers and users making use of your service in real time

And should not just be considered, but is worth trying and not just recommended but advisable for all companies especially, those in the tech industry with an application or in fact even any company which has a tech

product, presence or an application as the beta team of people collected act passionately about your product or company, spread it around and this also prepares the major crowd who is not a part of beta to be saved from crashes and get the final product with the finishing and without any crashes, errors or problems within it.

This secures those customers who would choose not to take the risk and saves them from having problem

While those who enrol in the beta plan are not offended from the problem while the others who are not in the beta plan are often those who are your actual customers and might be paying you for it.

If a customer faces a problem, he stops paying or deletes the app in a 'free app' case or sends you an angry request.

This may differ only if your customer is a saint at heart.

But in a beta plan most people would act like saints and be ready for the app to show any problem and not get offended but normally report you and give you feedback

So the best part is that you get to know where the problem lies,

Where you can correct it.

And that also without any losses of money or losing any customers..

In addition to the great wonder this actually does in saving you from the bad customer reviews especially on a public platform like play store which would lead your listing as well as ratings to fall below...

Moving ahead with the next stage coming up

Pre-launch

A launch is normally referred to as a complete business or a completely ready enterprise, that is a difficulty.

As till here you have crossed the sapling stage in terms of testing but still are at an initial level to be full-fledged, so this is growth phase, it may be until a certain milestone is achieved or a certain figure, this may differ from sector to sector, place to place and country to country

This is the stage post which you would have gone to the plant stage

Its important as maximum growth is here

You need to have an amazing marketing plan

That is to make your first set of users, after which you can keep growing further in the next stage

So you need to work on a few figures.

Look at different markets you can try targeting.

Try using tools online.

Work on getting the first set of users who you would satisfy to go and be your unofficial ambassadors.

They would tell their friends and marketing would go on.

If you do this well, you might be able to achieve the very difficult to achieve as discussed before, mouth to mouth publicity.

If by any chance you think that this is only for tech startups, companies, businesses or project

You are wrong and if not, great dude, buddy

This is often very important in each and every plan or business

It will give you the first set of customers

And wil make your base stronger.

Who does not want a strong base,

Or in fact, who doesn't need one?

Or in fact for that matter, everyone wants it.

But who gets to it?

This stage will get it to(you).

It'll help you make customers.

This often in self-funding or bootstrapping adds as the first stage of initial amount in terms of monetary and is mostly recommended to invest back in if not in burden to a loan or any other emergencies based on circumstances

This would motivate your business and fund it to grow further

The best part is that it's not very difficult

Just always and always stay motivated

So the most asked question here is, what stage is this called?

So this does not exactly fall into one, and it definitely mostly is not gamma (like alpha or beta)

So here you can continue it in beta phase and remove it from beta phase into direct use only when you are confident that it would turn well and would not fail during usage that may put you in problems

You can also if very confident, do it completely in a market-ready form without continuing beta phase

Here you can either leave the beta phase in the initial stages or you can leave it before stage or even in the middle during the transfer between.

So here we have it, that is how you categorize

So by now you should have crossed the milestone we discussed earlier which can be either a figure or a certain monetary gain or a certain value or anything which may differ from place to place, scenario and stage to stage as well as sector to major sector

So Remember that this phase is important for growth and should not be skipped

Most businesses who skip this are unable to survive and although there are exceptions, It is completely up to you if you are ready to take such a risk

Take a very wise decision before moving on

If you are in enough experience to go ahead, only then move further and if so, great

So now when you think you can handle it, move on.

As so, this is going to take you from a project to a startup or company or for that matter, a business

A Plant (Startup)

So now the plant stage

Probably, a stage where you think you are established.

It's basically the stage where you are established enough to be looked up as a competitor to other market holders

It is a stage where you have a considerable market share. Considerable here would depend from sector to sector

In addition to which, you even have a say in the market which means that due to your qualifications and reign in the market, you are considered an authority from which people might want advice in an initial stage

You start having a name

But wait, this all is still in a primary and slow-growing manner

Meaning that all of the above is not fully attained and is still questionable to having been fully achieved.

Think about this more in your journey, while you are currently on a stage where growth is a priority, you do not want to miss on anything

You would need to put a lot of resources to this stage as once you have got here, its good but you need to realize that a lot, don't ever get ahead of this. Resources would include your time primarily.

You have to work massively on growth and on targeting the market in every way possible. Try getting as much share as you can. Try to make your competitors your followers not by trying to copy them or in such a way that might not be so suitable but in a way such that you are not a competitor but a leader

You would have to work on sector-specific customers and on how to influence them to use your product and that would be the best way of promotion...

People do another kind of mistake here, that is to keep themselves only in growth and not keep updating the product.

That becomes a need here because you already have customers

Always remember that it's much easier to keep a customer than to get a new one

You definitely don't want to lose on those who you have already got and therefore, you must keep yourself updated in terms of product, needs and customer provisions.

Another major step you would have to take if you have not already taken is to work on customer service.

So mainly for products who are charging the customer right then or are getting monetary through the customers and not through any other way,

Customer starts expecting .

And as now you have a full-fledged state with expectations,

If the customer has paid you directly for your service, he wants the service for his pay and worthy of his pay.

If you are charging him, charge him a little extra but giving him the support that he asks for as that becomes a major necessity.

If he has support, he stays and does not leave after he has the slightest of the issue but cannot figure it out.

Don't break his expectations.

Going a little higher than the expectations is always better than going lower to the expectation.

So work on customer satisfaction and on making them come again and .

A major trick we and in fact a lot of startups follow here is to randomly check on the customer or drop by and just send an email asking if they need any help, you are at the disposal and you can be called, you can give a phone call if you have their number only through their desire.

When they have submitted their number and are using it, randomly call one of them as a customer service agent and ask if they need help.

Please do remember that this does not replace customer service and having a customer service is important,

Awesome... I guess you got that

Unicorn

So this is one of the final stages.

Although I personally do not consider myself at this stage. However, have

been lucky to know a lot of people in this stage thanks to who, I happen to know well about it and am quite well informed

So here you already have a market share and it keeps growing.

That is what happens when your growth reaches a stage of sector leader or in fact, your name becomes common.

This stage is normally measured by a very high turnover and members of this stage are very few compared to the other stages and here the competition is less because only the leaders make it to this stage.

This stage is an extremely respect worthy stage

You often act as an inspirational idol of motivation.

Here you start getting a lot of calls to speak at recognized places, share your journey and other perspectives

You are invited to take part in panel discussions and are welcomed wherever you go with respect

So the thing here is that this stage keeps elevating itself and the most crucial point is that it is much more difficult to stay in this stage then to come here, you need to make sure you don't fall out of it and become a past unicorn.

Here growth becomes at weight with the progress

So you need to work on your product and give your users the best experience

At the same time have parallel growth's in other potential markets where your business might have scope.

You need to have static customer support

It has to be trustworthy and always up and upon with humble behaviour and priority for customers

Your customer support as well as product/products, company/companies, plan/plans and office(s) needs to have a great standard and always stay up to the standard.

Your growth can go international and for most cases is probably already or still there for long.....

You can touch markets you probably in the beginning thought, you would not be able to touch

So the best part is your with a lot of MNC's which fall in this category altogether

You gain respect and often are even invited to meet government dignitaries to plan collaborations and to have a big say.

The market becomes open to new products by your name as you have gained their trust in most cases. in fact, in almost every case and all your customers/ users would like to go and get your product rather than that belonging to a new company that means you have a lot of your buyers' trust

Always and always make sure,

Never to break that

Don't get a useless product with your name

Don't dare even try to cheat a customer. If a customer Gets That on a blog and you get kicked from the market

Be careful,

In fact very careful

As then getting trust for new products would get difficult and in fact, way more difficult than ever before.

The market becomes strategic

You face continuous competition and people trying to come in and overtake you

But as long as you keep your product updated

You are good

Going ahead let's talk about the types of funding

Having had spoken quite about the ways you would pay back, let's discuss this over

However, before that, you must know the basic terminologies used and the basic kinds of funding

So Seed funding is a very common term used

It basically means that you would take the funding before the plant which is your business in the given scenario is emerged from the seed, so it's basically the funding given by a venture capitalist or an Angel investor in the seed stage which is normally lesser than 1 mn \$ although exceptions may be there

Angel funding is similar to seed but may differ from case to case but talking very very generally it normally is less formal and is done by the angel in a smaller amount so as I recall what we earlier discussed, this greatly differs from case to case so it's not important that every time the normally occurring condition would prevail in the situation

So we currently are talking about a financial focus, however, if you look at a social focus its different, very different, here the focus changes for some

It might be promotion, some recognition and in some rare cases for some, reaching a wider market.

For some fame and making a name or social impact and this when I say

can vary, most probably may vary hugely. However, for this book, we will keep our concern to the financial aspect majorly.

So to conclude this part, if you decide to not **fund yourself(bootstrap)**, and go ahead with funding in either cases, equity-based which is a percentage (venture capitalist firms) or angel investment or in some cases seed funding, these things would and majorly might differ, giving you limitations on making your decisions... . first having to go through verification in major cases or major decisions. You should think about this well and only if you need a huge amount of funding, should you get it and not thinking in the way that in case needed or if needed.

Think carefully before going for funding and if you have made a decision that you cannot take back, be confident of it and take advantage of it for your company's growth, you are in the direction for which you took the decision. Always remember that as the founder if you are not confident about your company or your decisions nor will anybody else be and you would not be able to make anybody, your customer, investor, team or anybody confident of that decision made.

Here we have the fifth law

funding or bootstrapping and if funding, what type

So wait, we are done with the laws but sounds difficult to verify every idea and solution with it

Right???

Let's make this complexity easy

So here is the solution for being able to check if the solution can go ahead without going through the lofty process

You could make use of the 5 Ws questions which is a short way I derived to go through the complete process. In a nutshell, this will help you question and judge for yourself that which idea is sustainable and good to go ahead with, here are the 5 W's to look into. you can go through them here right bellow

W1-WOULD PEOPLE (USERS) USE THIS SOLUTION

W2-WOULD IT SOLVE THE PROBLEM PARTIALLY OR COMPLETELY.

W3-WOULD IT BE ACTUALLY SOLVED WELL

W4-WOULD IT BE USED AND WOULD WORK EFFICIENTLY

W5-WOULD IT BE FEASIBLE BY ME OR WILL I NEED FUNDING

If you have tried all your ideas with 5 W's

now you should possibly have a rough sketch of the idea – problem + solutions. Always remember that brainstorming is a very long process and might often take very long, you need to keep adding to this list as and when you come up with more ideas and solutions so always and always proceed and make sure to keep a pad with you to make quick notes when you end up thinking and come up with a great centi-billion \$ idea.

for all you know Sometime or the other in time it may qualify to be that
and even stand up to that and all its hope.

Making ends meet

Implementation

Startup Outlook

But what next,

We are going to be talking about implementation

So this is an extremely simplified short chapter and is more of information to get ahead with

So to start with, we are going to be looking at the Startup outlook

So what is a startup

The definite definition would state

An Enterprise which is Existent to a maximum of 7 years and less than 3.6 million \$ turnover in any given financial/fiscal year. As long as it is not a derivative or an enterprise formed after the breaking of an organization

Quite bulky

Yes, it was but it puts things clear

So think of your idea

There are other rules and regulation but you can have a look based on your county online, they are normally simple

So we will be focusing on doing this in no time

So now you know what's a startup

Right?

If not let's understand it in a different manner

Break this word

'Start up'

Sounds like a motivation chord, doesn't it?

So when you say a company or an enterprise, this is a prior stage

It's like a milestone post which you can become a company or enterprise

So when you 'start up',

You are called a 'startup'

Simple, isn't it.

Let's have a look

At a few common categories

First, let's start with something we call **EdTech** ~~or simply an education startup~~

So the two words are not the same

An EdTech startup is one which gets modern technologies to help modernize education

But an education is any startup working towards education

So basically, almost all EdTech startups are educational startups but all ed startup are not EdTech

Coming to the next category, **FinTech**

When you break this word

Fin+tech

Financial technology startup ~~or financial startup~~

Again, the same logic, however, this deals with anything that deals with money management or so.

So the other ones are like manufacturing and all which are rather self-explanatory and the logic in the earlier ones should help better understand them

Moving ahead

See, the implementation would vary according to your business, business idea or anything

Business plan

But here one thing normally is needed, it is a business plan

So a business plan would basically set your business, the basic outlook

It's like a showcase of all your financial goals, company goals and time required in addition a lot more important and related information.

In addition to all that there are various other factors that stand important when talking about business plan development.

Understand a business plan as the basic index page of your company but with a little more detailing.

The business plan should be telling everything about your business,

This includes

It's past

It's current

And future expectations.

You need to explain the market you are targeting

Further on about how it has scope

Again, scope is a very relative term, again you would have to describe it in various aspects

Financial scope

That is quite self-explanatory

Reachability scope

About the number of people, you would be able to reach, remember user base or customer base is in itself a commodity in the business plan, as that now gives your company value

Recognition scope

The markets share you would be able to capture and the dominance in the market in the present, past or future. This would also include media coverage and prospective brand name development in the future, almost developed in the present or is it that there is existence of the brand name ever since the past.

These are a few basics you can try mentioning, however, again they are not all, for every business, more scopes would add on.

You would need to mention all the stuff which would attract anyone who reads it, whether an investor, investing money in your company or a partner.

This would also act as your guide for knowing the companies development in the future and comparing and working according to your first or preliminary vision

This can change from time to time as the company's vision changes and market statistics change but this is important as it is like the blueprint of your business and would be the source of development. It needs to lay out the future of your business.

The culture of a company is very important and the business plan plays a big role in the future of the culture of the company

The way the culture of the company would grow.

Apart from all this, one important thing that a business plan normally needs to include is something we normally call, the unfair advantage

Which is what makes you better than the competitors and why you become superior, why can no one else replace you and why you are the best person to do this or the best company to do this

It needs to show, how it is you who can do it better and why any competitors don't stand a chance.

It will be clearly displaying why the implementation in this specific way is better and would do better and be more advantageous than that done by some other person or company.

It would also state that why you are here to stay.

Of how you are the supreme and because of that advantage, it is not impossible but difficult to overtake you.

It would be further explaining the future of the company and why any competitor would not take over

Why it would be difficult for them to get ahead

And for a predominant or an existing market, it would state of how you would be better than the current leaders and how they cannot develop this because you have it.

How you would overtake the market

It shows how you are better than the current market leaders and of penetration through the market and how that would be done because of this advantage that sets you apart and they don't have but you have and this makes you the new upcoming, most prospective market leader who would take over them. It shows how your company or product or person or you or the commodity is the best and hands down, can be having scope

In fact, what is scope here

It is actually nothing less than,

Unlimited scope

So as the word itself says unfair, it means that it's not fair and that is how you would be going ahead, of how not everyone has the factor but of you having it therefore, making it unfair for the other market players and competitors that would come in in the future or are prevalent currently.

(you might not always need to make sure that it is not too easy to copy but should make sure to go ahead with it, cause if you don't someone else might develop it. how you do go ahead and secure it for your company and only to work for your company and not for prospective competitors or market players or leaders who might try to go ahead and copy it and before that take in account that It could even be by a very faithful person or something and those should be given specific thought. So, the only way is to actually do it is to do it and when you do it, make it stand out so that the world knows who did it and leave it at that)

During, pre and POST implementation tasks

yoo

So cool, getting ahead.

When we are done with this, there is still something to do, implementation tasks and post-implementation tasks

What are these like??

Take into account the following

- Networking
- Quality socializing
- Being a mentee

Sounds pretty post implementation

Right?

But normally these are the tasks which should not be done just for promotion but for learning even pre and during the making

So, if you talk about networking

You could see that a lot of cities have developed a quality startup ecosystem led by its unicorns and it may help you

So the ecosystem is like a game

You need to earn credits, ecosystem credits

How do you do that?

You can be a speaker at events, should attend events or be the organizer of an event

This is what would get you ecosystem credits

This often helps you become dignitary in the ecosystem

And helps you build your credibility for the respective ecosystem.

If you see the words credibility, it often sounds a lot like credits

And that is what it is,

The more credits you have,

The higher the quality of the credits,

The higher your credibility

And the best part,

Along with this,

It helps your business become a leader or always a business, people look up to

So now you need to inspire people to look up to you, but that's later.

Let's first get started with finding the basics of going ahead.

Start by looking out for events in your city.

Look for events specific in your category but

At the same time please do be open if there are some super quality events around that may not be directly but indirectly related, if you are having a company which imports extremely premium apples, and there is an international citric fruit importer summit, you might want to go but at the same time if there is an Information Technology summit, does not make too much sense.

First, listen and be a part of an audience of somebody you look up to

Feel free to question and get your doubts cleared from someone you look up to and is speaking.

If you don't understand something, learn it

For learning, don't be scared on spending.

Invest in yourself.

Learning is a jewel,

You need to keep it polished

Cause that is the only thing you can promise as a guarantee

The only thing that would stay with you

Attend events and network with the people you look up to who are now the ecosystem dignitaries, this all will help you see the path others took and take inspiration

Try networking and be open to attending all kinds of meetups that would help you and your business proceed and get a good rank

This practice often helps

It tells your competitors about your pace along with removing them from the competition in some cases by making you look like an inspiration...

Afterall while networking with your competitors sometimes if not very commonly, you end up with secrets shared

But this is not always bad, it is GOOD, you know mutual gain

You might share something you did to solve a problem which they are facing.

Sounds wrong

Right?

Why help your competitor overtake you with the help of lowering their weakness?

No, that is just not what you are doing.

In exchange, you take up something, sometime or the other as a fellow ecosystem member from them where you have a problem

So who you have as a best friends

happens to be 'your competitors'

Isn't that cool

Depends on the way you see

So networking is important and having had listed a few reasons, the count might go very long in case of benefits and disadvantages too

But benefits often outweigh them

So my advice, that's what I refer to as the networking mantra

'Share to share, not just to gain but also to gain friends, knowledge and credits'

‘Be you: don’t show as if you are someone else’

The, ‘be you’ rule may involve limitations of your company or your post-implementation limitation

Or anything

But we can’t ignore that, therefore, making each of the word’s inseparable and totally dependable

I jumped to the second line, however in the first line if you noticed, there is a little trick.

What it actually means to say is when you are sharing some knowledge, your priority should be to do share it for the good of sharing while in some cases you must keep a second priority which is to gain.

The gain is not limited to just credits

But it can include knowledge friends and, in some cases, even business.

So what’s your trick with the mantra

Think about it, how can you use it to your advantage.

And the best part is once you are a member of an ecosystem, you do not need credits but you still share

Why

you just share to share and for the good of sharing and not for materialistic gain but for the good and the feeling of helping someone else out of a problem they are facing

was that Easy

yoo

If yes, you can feel and see the swag

Networking is important and you must try to learn it as an important skill

It leads to another important skill called quality socializing

Which is to be able to socialize with your colleagues, CoWorkers and employees while at the same time also be a fit at socializing with people you gain from

Gain from?

again the gain can be of any type and does not come with a standard definition

Further, you might want to have one of the people you look up to as a mentor

What's a mentor?

It's somebody who gives you some of his time not to tell you how to do something but to guide you.

It is very important because the person normally has a lot of experience to help you with

You can try searching online for a mentor or somebody you look up to and ask him if he would be ready to give you some of his very precious time after telling him about your company and yourself

I found my first 3 actual mentors completely by accident and they have helped me all the way.

One happened to be a family friend while the second an amazing author and the founder of one of India's fastest growing internet maturity firm, imature, Mr Raghu Pandey

I had written an Email with a very different context but after meeting and having a conversation did, he offer me mentorship.

Till date, he has guided me whenever I was stuck and was a call away when I did not know what to do

In 2 years, we had no more than 10-15 meetings and numerous calls but the knowledge imparted and the guidance endorsed is important throughout my complete and whole journey.

And my most major and primary mentor has always been my mom ❖❖

The only person I in the very start could ask and would give me all her time and experience

Tell me that "it's all a part" and help me out.

You must try to find your mentor/mentors.....

Keep it in your mind throughout your journey, who is that amazing person you can be a mentee to.....

From time to time, you will find more mentors, those who you can trust and are sharing their experience for your good. ❖❖❖❖❖❖❖❖

One that will help you

And believe me, it is much more important than you think when you are stuck, you possibly need someone's advice and

In the beginning, you hardly give this so much time but it is important as you go ahead.

In fact, very important.

Even if you can't find one from the beginning as most can't.

You should keep an eye out for that amazing gentleman/gentlewomen.

When stuck, A mentor would be that person who tells you why you are there and how to get out of it but it is you who needs to find out that what

should be done to get out of there. Great have them, I do and so should you.

Startup related additional information:

Follows a little amount of extra knowledge on startups with a special focus on the policy prevailing in the Republic of India. Go through them if you are in India and you think they might be of any help when starting up in India. You can find them on the government website. Startups are very common and the policies are present for most countries and even states and cities.

You should try going on your government site inquiring and finding about:

What advantage could you get

What is the protocol

How does the registry work?

How is the implementation done?

Also, here follow certain other rules and requirements:

The business should not be formed by the splitting up of a business or reconstruction of a business already in existence or one in prior existence as of such.

You will also have to do the legality work before fully qualifying to be a startup

The advantages of being a startup

As a startup, you will get access to various other advantages such as those of being given event invites

Ease to close company...

You would also have country respective advantage .

These advantages (if we consider for India) would be like these

3 years free of Income tax

Self-certification

Funding

Ease in the registration of government recognition.

Procurement is given as in allowance of quick benefits

Ease to close company...

Market value expansion

All these policies help the startups to boost their work and help motivate. You should definitely try registering and taking advantage if you are able to qualify to the requirements. These benefits now help boost your innovation and empower you

....

You can work on the legality and registration process by going through your government website and looking into if you would like to be called a company or a startup and go ahead with the registration process...

You can find help with legality within there...

Do research because this would be depending on the country you are in..

How does the registration happen there?

What are the legalities there?

You can go through the formalities by hiring an attorney..

Competition

Once you are along your road, you will face competition

Everyone does

So I have this small trick for you

‘Create competition to lead and make competition to win’

Competition is necessary and you will always get some which would try to copy you and do better than you too but making competition is a very different thing.

You need competition and that probably is the rule value.

Competition is there. if not, some or the other competition has to come up and put your position in problem so the only way to save yourself from this condition is to make your own competition which is to bring about another competition at a level as good as you which gives you strong competition but both are under you resulting in you being the winner whoever wins so when you are your own competition you can win to defeat and defeat to win

Competition is not every time necessary for motivating you to work harder but to scare others from coming in who might later become real competition.

So make competition yourself

There is this small jargon here in today's world

“the only way to have a monopoly is to have a duopoly”

When you want the complete market, make another independent body as a competition to the other body but both under you

What happens next

They have a fierce competition

People stand back from entering the market as there are 2 key players which is a duopoly form from every angle within the 360 indexes and every perspective but the truth is that it is actually a monopoly which falls under your hands as you not only are the owner of both but the market leader and profit builder independently and only and only alone.

(‘alone’= refers to individuality of a person or individuality of the company)

You scare them

The scare to be overruled

And you win the market,

Make competition to be the winner◆◆◆◆◆◆◆◆

So now you know how you are Getting the investment and you have started Incubating, all incubation here means is the stage where you are getting ready to go in the real world and make a mark and change the area.

Motivation

The oil petrol to the engine super car

There is something you would need always and literally, always

To keep you going ahead

Each and Everytime

:

Motivation,

Definitely sounds something very relevant..!,

Doesn't it?

And so is it.

When you look around, this is one thing that most people find relevant.

This is extremely important in anything you .

And that's why I decided to go ahead and include this here.

So what is motivation,

It's the want to do something

common questions include

- How to get it

- How to use it
- How to use it efficiently
- Can I get it
- Would I be able to embrace it?

So now let's not give high school question-answer notes for the above instead let's go ahead and discover it

'When looking for something, start from its house'

When looking for something that we know is missing, we often look everywhere except its nominal place

That's the lesson.

So what's the origin of the motivation.

Obviously, inside you.

And that's where we need to look for it.

I use this analogy I made, again once while speaking on the stage and not sitting back and thinking.

It's that motivation is not a distant creature but is within you.

You need to look for it within and not outside and blame the circumstances.

So this is the analogy.

Motivation is the product of the motivation inside and outside where the motivation outside > 0 (you are living in the world)

$$M = m^i \times m^o \text{ where } m^o > 1 \text{ as you are still living in the world}$$

* m to the power is such a depiction and not actually a power to make it seem shorter and easier

So moving ahead, let's understand the meaning of this with the help of some example that you might probably be able to relate to.

Often the motivation inside and outside differ, let's first look at the darker side so we finish with the optimistic, this is something that takes place commonly when the motivation inside is missing and it completely does waiver out the motivation outside which in this following or in the given case stands true, so this is something that is very common in our society at all levels from parents pushing kids by force to adults losing the excitement.

Motivation inside when less, takes over the motivation outside even when there is a lot of it outside and as you remember, the motivation inside can be 0 but outside can't .

In a case where motivation outside might even be a million, but inside 0, it will be null

its the case thats very very very common, support is present and motivation is there but inner motivation within the person is not there at all.....

on the other hand, even if the motivation outside is 0.1 where the circumstances are not very supportive but inner motivation is present, the inner motivation can be as much as 1000, landing up on 100.

even in the worst scenarios, the inner motivation overrules the outer motivation. However, it holds true the other way round, even in a good scenario , everything is great, motivation inside overrules, if not present gives the scenario a U turn... Basically when motivation is present outside, boost it with inside.

a million outside, and a 100 inside, is a 100 million

don't let it get nullified

if nothing else, at least keep inside 1 so you can at least make the most of what is outside if not multiply it further multiple times.

however, even if the motivation outside is not there, you can create it yourself inside as it is in your hand to get it.

as outside cannot be 0, dude you are living on this planet, that is a circumstance supporting you, it can be low but not null and you can always multiply it with inside.

multiply it with infinite times.

remember if everything is demotivation, you can be the motivation.

the strong motivation.

The motivation behind you.

Passion

Water tasty juice in the desert of Entrepreneurship

Throughout your journey, you need to remind yourself of why are you doing this

And the only satisfying thing might be your passion, it is the catalyst to all your motivation.....

We talk about passion very often and for the factual answer, the word is said twice every second around the world.
Quite huge,

On having a look at a few figures and post some quick research, I was able to sum up the truth of the fact that 85% of people are unhappy with their jobs

So now when we talk about this in a very common way and ask someone specifically about passion,

a lot of people seem to say that their passion is to have physical things through the physical means of money.

However, we shall think of this, not as an active passion but as a passive passion
So let's talk about both of them over a slate without any earlier thoughts coming along.

So like we earlier looked at the money or earning the money perspective, which is often referred to as passion. That is what I call a passive passion. A

passive passion is anything that is referred to from the outcome and not the whole process

(outcome based)

So to conclude let's put it so that when you look at the outcome and not the process, that is what I refer to as passive passion

On the other hand, an active passion is doing something which you enjoy,

however, often confused with monetization
It is the whole process and of getting pleasure out of the process.

It is what adds meaning to the journey and like a lot of wise men have said "the journey is more important than the outcome"

It is the active passion which is the whole process and that is why I call it active passion

The active passion should be something that should be the focus

What I often end up seeing is that passion (active Passion + passive Passion) is referred to as passive passion and in cases even called unsatisfying journey or passive journey which means the lack of enjoyment for doing the whole cause and only doing it for the outcome and not doing it for the process involved.

This is something I completely am against and I con

sider a process not worth going for.
When we look for passion, we should not neglect any form, it's often a scenario where people neglect the active passion just for the attainment of the passive passion.

This is something we should try to avoid to the furthestmost, as a conclusion.

Find an active passion and then the passive passion.

Definitely, not saying that active passion is more important than passive passion.

Both are equal

Epilogue

The sun had not set as yet,
When the rain began,
And the lightning came than,
All the lights got dimmed when the lighting stroked,
And the weeds of jealousy were squeezed within the feet of those who
ran,
It stroke thrice,
Or maybe five times,
Old building fell,
For new were to rise,
The storm did not hide anymore behind,
But roared and stroked on all those who did hide,
The droplet of motivation were in no less,
As much as the strokes of ideas,
So is what I do remind,
When it repeats every time,
A Storm in the mind,
Or the BrainStorm as we normally define...

Thank you for reading

Contact

**Let me know what you have to convey on my personal Email ID
listed below,**

**Best of luck and thank you so much for reading and big
congratulations to you, you reached so far but this is the beginning my
friend.**

**Can't wait to know what you are going to make and how you are
going to change the world for the good
(at least, i guess for the good and not the very good :p)**

Do let me know how you used the book and if it helped you, how

kunalnc17@gmail.com

Catch on social media



@ kunalchandiram1



@ kunalchandiramani.im



@ kunalnc17



[@ kunal_chandiramani_im](#)



@ kunal@kstar.in



@ kunalnc17@gmail.com